

CAI
IST 8
-1999
C71

3 1761 11765338 6

Consumer Connection

CAI
IST 8
-1999
C71

Consumer Connection

What is it?

Consumer Connection is an award-winning Web site designed as a one-stop Internet shop for consumer information from Canada and beyond. Consumer Connection is continuously updated with new content and interactive components focussed on the education and empowerment of the Canadian consumer.

Who's involved?

The Office of Consumer Affairs (OCA) is Industry Canada's window to consumers in the marketplace.

OCA launched Consumer Connection as a unique access point for consumer information. Consumers are able to find answers to their questions through a quick and accessible resource that provides them with the tools to make educated decisions. Consumer Connection also contains summaries of recent research papers produced by consumer organizations and academics on current consumer issues.

"It's a gold mine and a virtual secret. Having taken five minutes to use this site, I will shortly be saving almost \$200 per year."

Geoff Coley, Consumer, Orleans, Ontario

How does it work?

Consumer Connection is a one-stop access point designed to keep Canadian consumers up-to-date on important consumer issues. It features interactive tools, policy discussion papers and timely warnings to both alert and inform consumers. It features:

Credit Card Cost Calculator: Find out which financial institution has the right credit card for your needs.

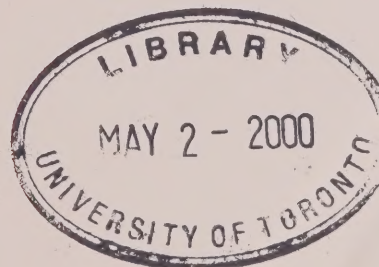
Financial Service Charges Calculator: This interactive product calculates which accounts and financial institutions are most suitable for individuals.

Financial Service Charges Annual Report: The Annual Report allows individuals, the media and organizations to view trends in Canadian financial service charges.

Help Desk: A comprehensive information resource for Canadians seeking answers on consumer problems and issues.

Consumer Contacts: Explains the roles and responsibilities of government and non-government organizations and helps connect Canadians to both domestic and international consumer organizations.

Recalls and Frauds: Up-to-date resources and connections to information on scams, product recalls, consumer advisories, and health and safety information.



Notebook 50+: Tools for people of retirement age who want to become more informed and empowered consumers.

Year 2000 Consumer Issues: Reports on the Year 2000 problem and its effects on consumers.

Voluntary Codes: An information base of materials on existing voluntary codes, research about voluntary codes and the guide to code development and implementation.

Consumer Quarterly: Straight talk on consumer issues such as electronic commerce, bankruptcy, financial services, biotechnology and more.

For more information, please contact:

Telephone: 1-800-328-6189

E-mail: hotline.service@ic.gc.ca

Web site: http://strategis.ic.gc.ca/sc_cons/consaffairs/engdoc/oqa.html





Oxford.

ESSELTE

10%

